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LIFE
Important
message

about your LIFE subscription

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Chicago, Illinois
Permit No. 2200

25 Months of LIFE for only \$9.95 and bill me later
(ABOUT 9¢ A COPY)

Peel your address label from other half of card
and place it here (or print your name and address below)

Name _____

Address _____

City _____ State _____ Zip _____

Your present subscription expires **DECEMBER 29, 1967**



Dear Reader:

Your present LIFE subscription expires in just twelve weeks.

We haven't written you until now because we believe you'll find this double postcard more convenient to use, and better-timed, than a series of notices sent out far in advance of expiration.

Moreover, by renewing now, you can enjoy LIFE's lowest rate -- about 9¢ an issue. No one, anywhere, can buy the magazine for less. Here's all you do:

1. Peel off the yellow gummed address label on this half of the postcard and place it in position on the other half.
2. Tear off and drop the postpaid reply card in the mail. We'll bill you later.

That's all there is to it. I hope you'll take a few seconds to take care of your renewal now -- and many thanks.

William J. Conway

William J. Conway
Circulation Director

WJC/aw

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